



CALPEEK

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CONTROLLER'S PRIMARY: A DEMO & GOP TOSS UP.

Editor's note: With 22 days to go before the June 7th primary, CALPEEK takes a brief look at the GOP and Demo primaries for State Controller. As of now, this is a very tough race to call on both sides. Here is CALPEEK's report & analysis...

...**Republicans.** Political newcomer John Morris, with very *deep pockets*, and former Assemblyman Tom McClintock are locked in what appears to be a very tight primary. McClintock can't hope to match Morris on TV or on slates, but he's well known to conservative political activists --- individuals who will walk precincts and work phone banks. With rank & file voters -- well, that's a little different. The Field Poll shows McClintock with 18% name ID among GOPers, while Morris is at 9%. But Morris just started his TV campaign with a \$500,000 buy and he's purchased spots on a couple of major GOP slates as well. McClintock may end up on 1 major slate, but his big hope is that through the conservative *network*, word of his anti-tax candidacy will spread. And it's anticipated that because of Ron Unz's candidacy, a heavier conservative turnout may help candidates such as McClintock. So the big question comes down to this: can a new face in GOP politics with *deep pockets* buy the GOP primary? It's too close to call...

...**Democrats.** Kathleen Connell has two advantages in this primary: she's the only woman in this contest and she's a non-incumbent/fresh face. She's also got very *deep pockets* and in the latest Field Poll got 18% -- which puts her ahead of Alameda Co. Sup. Don Perata with 12% and Assemblyman Rusty Areias with 10%. Perata and Areias would love to bash Connell, but neither has the money to hit her on TV and so their only real hope is that the L.A. Times or Daily News will recycle some of those old, very negative stories about Connell while she was housing director under

former L.A. Mayor Tom Bradley. If you assume that Connell is the frontrunner at this point, then our best guess is that Perata probably has the best shot to stop her. Perata will be on the BAD (Berman & D'Agostino) slate, plus at least 2 others, while Areias is on only 1 slate. And it's *possible* that Perata will be on TV for at least a week. Areias is also looking at TV, but unless he puts up some of his own money, his buy may be insignificant. Sources say Connell is on at least 3 big slates, including Clint Reilly's (S.F. Chronicle columnist Herb Caen says Connell paid \$150,000), but there's no word as to when she's due to air TV spots. Bottom-line: with 60% of the Demo voters still undecided in the Field Poll, this race isn't over yet. Edge to Connell, but Perata could close fast. FYI: it's estimated the BAD slate will go to **6 million** Demo households in CA. Cost to Perata: *mega bucks*, perhaps \$300,000. Stay tuned...

1994 LEGISLATIVE RACES: PRIMARY BATTLES.

Editor's note: Here's another update on 1994 primary battles for Legislative seats...

● **45th A.D.** - Assemblyman Richard Polanco (D-L.A.) is giving up his seat to run for the State Senate. This is safe Demo turf, meaning GOPers need not apply. Polanco would love to his aide, Bill Mabie, to take over. But Antonio Villaraigosa has other ideas. Villaraigosa and Mabie are the two leading contenders for this central L.A. City assembly seat. Others in the race include Brian Quintana, who ran against Polanco in 1992; perennial candidate Gonzalo Molina; and Spencer Burton. Combined, these candidates will have an impact on the race, but won't win. Villaraigosa has backing from PORAC, CTA, ALADS, plus L.A. Co. Sup. Gloria Molina and U.S. Reps. Lucille Roybal-Allard and Xavier Becerra. And he's raised lots of

{Continued Next Page}

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money --- \$185,000, and none of it from MTA sources. He's Gloria's alternate on the MTA Board. Mabie's fundraising isn't nearly as strong. But Mabie has his share of endorsements --- State Sen. Charles Calderon and Assemblymembers Caldera, Martinez & Escutia. The 45th A.D. has a big Hispanic population, but only 35% of the voters are Hispanic. Can a non-Hispanic win here? CALPEEK sources think it's possible, *if* Mabie gets some late money from Sacto. If the money doesn't show up, advantage Villaraigosa...

- **65th A.D.** - GOP Assemblyman Paul Woodruff isn't waiting for term limits. He's retiring at the end of this term. 3 Demos and 8 Republicans are running. This San Berdu/Riverside Co. district has a 45.79% GOP vs. 41.37% Demo registration edge, meaning a GOPer will hold this seat unless something unusual happens. The Demo frontrunner is Moreno Valley Traffic Comm. Ruth Goldkorn. On the GOP side, the 3 strongest contenders are 29 Palms Councilman Jim Bagley; Moreno Valley businessman Mark Bringhurst; and Yucaipa Councilman Brett Granlund. Bagley and Granlund are trying to outdo each other with hardline conservatives, while Bringhurst is your more traditional GOPer. Bringhurst is supported by Woodruff and Assemblyman Ted Weggeland, the local Lincoln Club and by Redlands Mayor Swen Larson. Sources think it's a tight race, with perhaps an edge to Bringhurst...

- **76th A.D.** - This is the San Diego area district now represented by Mike Gotch(D), who is retiring. The Demos have recruited school board member Susan Davis, who has no primary opposition. On the GOP side, there is a spirited 2-way battle between business owner Ray Saatjian, who ran unsuccessfully for congress in 1992; and businessman Bob Trettin, who ran unsuccessful for the city council 5 years ago. Some sources remember Trettin as a pro-choice/moderate, but he has since become much more conservative. Saatjian is a moderate. Name ID is low --- Trettin is known by 15% of the GOP voters, while Saatjian is known by 12%. The district leans Republican, but it's **moderate** and has been represented by Gotch and by State Sen. Lucy Killea. Dwight C. Robinson Jr.'s name also will be on the ballot, but he's not actively campaigning and has endorsed Trettin. CALPEEK sources rate this contest as close...

- **56th A.D.** - Incumbent Demo Assemblyman Bob

Epple is anticipating a rematch with Bellflower GOP businessman Phil Hawkins, who lost to Epple last year by a slim 542 votes. Epple was held under 50% because of a 3rd party candidate who got 4.8% of the vote. Hawkins has two primary rivals: Cerritos hotel owner Vinod Dave; and Norwalk MD Daniel "Boone" Wong, who ran last time. Hawkins wins the primary...

- **70th A.D.** - The battle for Gil Ferguson's district is about the same as last time, with Barry Hammond and Tom Reinecke throwing mud at one another and Marilyn Brewer trying to stay out of the way. All 3 GOP candidates in this heavily Republican district in the heart of Orange Co. have mailed out absentee ballot applications. FYI: campaign consultant Steve Presson has resigned from the Reinecke campaign. He told CALPEEK there were just too many "independent operators" trying to run the campaign. Sources still feel Brewer has an edge because the "boys" will split the hardline conservative vote and don't have deep pockets like Brewer...

1994: UPDATE ON RUN FOR STATEWIDE OFFICES
Editor's note: Here are a few items of interest regarding the June 1994 primary...

- **Governor** - On the GOP side, conservative candidate Ron Unz continues to make life miserable for Gov. Pete Wilson. On May 9th, Unz won the endorsement of economist Arthur Laffer and unveiled a major tax reduction plan. It didn't get much ink, but was interesting. However, he did get a good profile story on May 8th in L.A. Times. It's on CALPEEK's **must read** list if you haven't already. Unz is a very unique guy, who is almost totally consumed with public policy and politics. And yes, he's a **nerd** with an IQ of 214. How far will Unz go? A good question that relates to how much more of his own money he's willing to spend. He's already put in about \$1 million...

...On the Demo side, political insiders are not ready just yet to write off IC John Garamendi --- but the *fat lady is almost ready to sing*. The general feeling about Garamendi all along has been that he's a *day late and a dollar short*. As for **debates**, there are 3 scheduled, but they come too late to save Garamendi unless there's a real screw up by frontrunner Kathleen Brown. The debates are scheduled for May 23 in Sacto; May 24 in S.F.; and May 25 in L.A. on Michael Jackson's KABC

Radio show. L.A. based Century Cable has gotten an OK from Garamendi and Tom Hayden to debate, but it appears as though Brown is *ducking*...

● **Is a Demo Party Slate In the Works?** - If you're SOS candidate Gwen Moore, controller candidate Rusty Areias or IC candidate Art Torres, all having a tough time with money, you'd better hope so. And sources are confident that a CDP card will go out. But the *main beneficiary* of a CDP slate would be Assemblywoman Delaine Eastin, who is in a very tough race to win the non-partisan job of State Supt. of Public Instruction. Sources say the powerful CA Teachers Assn. (CTA) is behind this slate business. Sources also say the CTA is concerned that if Eastin does not win in June, she'll have a tough time in November. Some sources think a slate to Demo voters may be just what Eastin needs to push her over 50% in June. But other Demos *are just plain worried* about Eastin. And the Sacto BEE's recent endorsement of Maureen DiMarco was a **real shocker** to Eastin's supporters --- and gave a big lift to DiMarco's under-funded campaign. The GOper with money is former Pasadena School Bd. member Wilbur Smith, a big 174/school voucher supporter. He'll be on the GOP-Hoffenblum slate. But don't discount former State Bd. of Education member Joseph Carrabino, who tied with DiMarco for 1st in the Field Poll with 11%. Eastin got 9% and Smith 6%. Question: which SPI candidate will be on the BAD (Berman & D'Agostino) slate? Stay tuned...

1994 CALPEEK UPDATE: ENDORSEMENT GAME.

Editor's note: Here are some new organizational endorsements which have been announced:

...**CA AFL-CIO COPE** - Governor(Brown-D); LG (Davis-D); AG (Umberg-D); Controller(Perata-D & Areias-D); SOS(Moore-D); Treasurer(Roberti-D); Insurance Comm.(Torres-D)...

...**CA Congress of Republicans** - Governor(Wilson); LG(no endorsement); AG(Lungren); Treasurer(Fong); SOS(Jones); Controller(Morris); IC(no endorsement). This is a relatively new group with 20 chapters...

...**CA Democratic Party** - LG (Davis); U.S. Sen. (Feinstein); AG (Umberg); SOS (Moore); Controller (Areias); Insurance Comm. (Torres). The CDP also endorsed Klehs, Presley & Sherman for BoE...

...**CA College Republicans** - Governor(Unz); LG(no endorsement); AG(Lungren); Treasurer(Fong); SOS (Jones); Controller(McClintock); IC(Bannister)...

...**CA Republican League** - Governor(Wilson); LG (no endorsement); AG(Lungren); Treasurer(Fong); SOS(Jones); Controller(Morris); IC(no endorsement); U.S. Senate(Huffington). Stay tuned...

MUNICIPAL CONTESTS: CALPEEK UPDATE.

Editor's note: Here is part II of our continuing coverage of hot city/county races...

● **Oakland Mayor's Race** - Incumbent Elihu Harris is seeking a second term as Oakland's mayor. And while sources definitely believe Harris to be the front-runner, it's by no means a slam dunk that he'll win the primary without a November runoff. And in popular Alameda Co. Sup. Mary King and well known businessman Ted Dang, Harris has two solid challengers. There are 7 others also running, but they aren't considered serious. Who's ahead? A fairly recent poll in the S.F. Chronicle shows Harris with 41%, King with 29%, Dang with 9% and 21% undecided. Some sources think this may be as high as Harris goes in the primary, especially since his reelect numbers from last year weren't real good. Most sources think if a runoff occurs, it will be Harris vs. King. Dang, who has deep pockets but is also getting lots of support from the Asian community, is a long shot unless the large Black vote is evenly split between Harris and King. As for King, she's a member of the political organization of Senate Pres. Pro Tem Bill Lockyer, *but Lockyer is staying neutral*, which has surprised some insiders. Maybe he doesn't want to anger Harris' good friend, Assembly Speaker Willie Brown...

● **Riverside County** - All three incumbents have pulled the plug and thus scores of candidates are running in the 2nd, 4th and 5th districts. In the battle for Melba Dunlap's 2nd district, the frontrunner in terms of money and backing is former Riverside City Councilman John Tavaglione. And he's the only Riverside City candidate in this race. But sources think it's unlikely Tavaglione can go over 50% in the primary. He has some under-funded but solid opposition from Corona-Norco school board member Bill Hedrick; Corona Councilman Al Lopez and from former Corona Councilman R. Gary Miller. The Corona Norco area re-

presents 46% of the district, while Riverside represents 24% --- Jurupa accounts for 30% of the area. In the past, it's been Riverside vs. the rest of the 2nd district. Geographical rivalry. It might hurt in the long run, but sources believe Tavaglione is a quality candidate. More about the 4th & 5th districts next week...

- **Santa Clara County** - In the battle to replace retiring Sup. Rod Diridon, most sources feel that long time City of Santa Clara Mayor Eddie Souza doesn't have the resources to match popular San Jose City Councilman Jim Beall. Beall has raised about \$170,000 compared to about \$20,000 for Souza. Yet Souza has good name ID because he's been around a long time. In a 2-month old poll taken for a neutral 3rd party, Souza and Beall were almost dead even (Souza 18%, Beall 17%), with Campbell resident Ted McElhone at 8% and a huge 57% undecided. But with his resources and endorsements from Diridon and Supes Ron Gonzales and Mike Honda, plus COPE and the Santa Clara Co. Demo Central Cmt., it would appear that Beall is clearly the one to watch...

- **Contra Costa County** - This story is repeated at least once in every election cycle. In the battle for county assessor, one of the leading candidates, Dan Hallissy, died April 10th after suffering a heart attack, leaving only Martinez City Clerk Gus Kramer on the ballot for assessor. The current county assessor, John Biasotti, doesn't like Kramer and thus is leading the charge for voters to elect Hallissy --- despite the fact that he's dead. If Hallissy were to win, the Board of Supes would appoint an interim assessor until another election could be held in March of 1995 --- at a cost of \$800,000...

- **Long Beach Mayor's Race** - After finishing a strong 3rd in the April 10th primary, sources tell CALPEEK that businessman Frank Colonna was wooed heavily by both mayoral frontrunner Beverly O'Neill and runner-up Councilman Ray Grabinski. Colonna went with O'Neill and sources believe this will be a very significant endorsement because it again underscores the *outsider* vs. *insider* image that O'Neill is trying to get across. Ousted Mayor Ernie Kell remains neutral, but now that he's out of the running most all city employee groups have endorsed Grabinski. More local races next week. Stay tuned...

HERSCHENSOHN TO ADDRESS LINCOLN CLUB.

KABC Radio commentator Bruce Herschensohn and Dr. Larry Arnn, president of the Claremont Institute, will address members of the San Gabriel Valley chpt. of the Lincoln Club of CA, 7:30 a.m., May 20, Industry Hills Sheraton. RSVPs to Natalie Blanning (818)249-4205.

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

- A sad note: Former Kern Co. Sup. Karl Hettinger, who as an L.A.P.D. officer survived the "Onion Field" murder that took place 31 years ago, died recently. He was 59. R.I.P...

- New CPAA (CA Political Attorneys Assn.) officers for 1994 include Judy Davis, president; Collenn McAndrews, vp; Robert E. Leidigh, secretary; and Kathryn Donovan, treasurer...

- Washington DC-based consultant Ross Bates has been hired to do the mail in the 41st A.D. campaign of Bill Rothbard...

- Sacto consultant Richie Ross has been hired to do the mail/strategy for 47th A.D. Demo candidate Valerie Lynn Shaw...

- Sacto based Russo Marsh + Assoc. have been hired to do the 74th A.D. GOP campaign of Howard Kaloogian...

- San Diego consultant Jack Orr and The Primacy Group have been hired to do the 74th A.D. GOP campaign of Ronnie Delany...

- Campaign Services, Inc. (Tom Shepard) have been hired to do the 74th A.D. GOP campaign of Tim Haidinger...

- Dresner Sykes & Wickers have been hired to do the 74th A.D. GOP campaign of Fred Clayton...

- Alder-Wilson Campaign Services have been hired to run Linda Moulton Patterson's campaign for Orange Co. Supervisor. Fairbank, Maslin & Maullin are doing the polling for LMP...